This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under GA No 101004730.

I.FAST Communication Strategy and Plan 2021-25

Kick-off Meeting | 04 May 2021

Daniela Antonio, EU Communication Officer @ CERN

iFAST

The Communication Setup

Task 2.2. Communication and Outreach

EU Communication Officer (June)

Task 1.3. Internal Communication and Dissemination

Yiota Foka, GSI

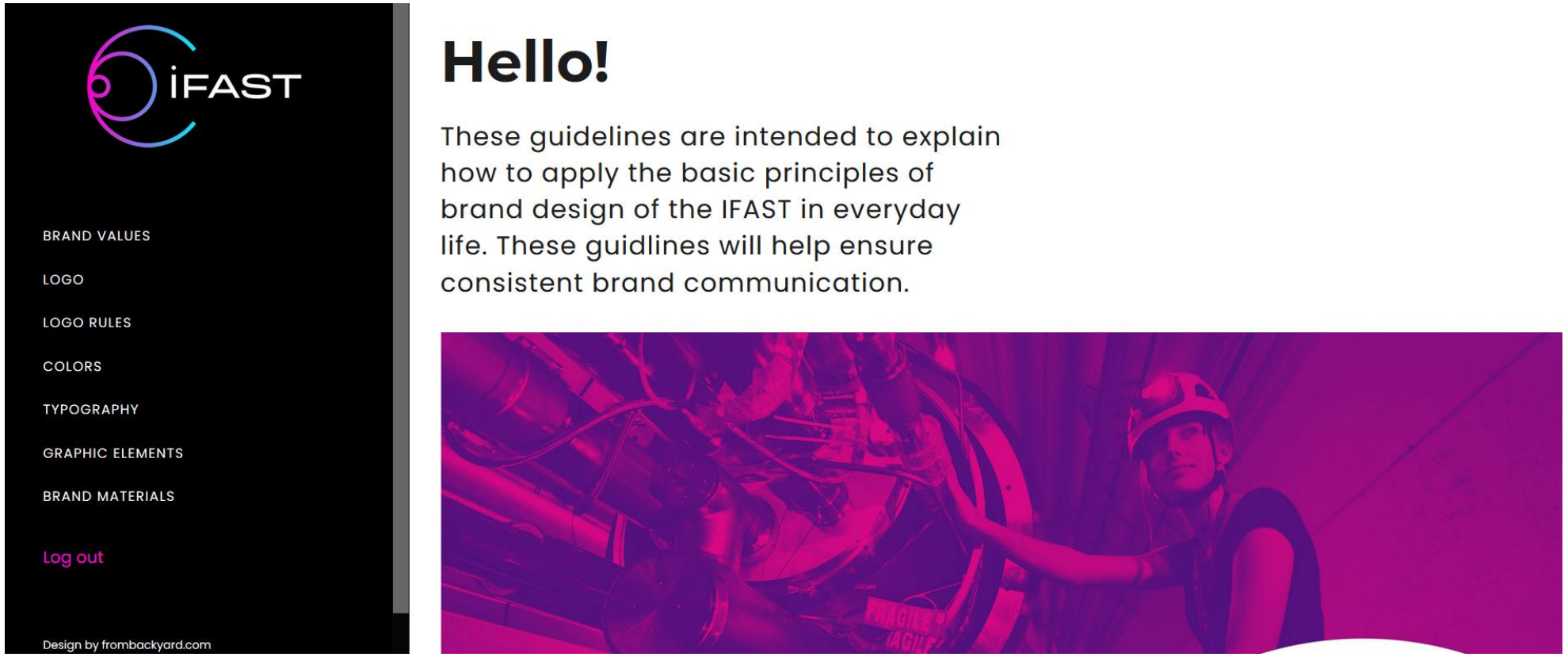
Task 1.2. Information Flow Management and Cross-coordination

Toms Torims, RTU

The starting point for strategy…

	Information needs	Drivers	Channels	Outcome
Project participants	Project information; updates on implementation (e.g. events, results), outreach materials	Community spirit; career development	Website, mailing lists, project meetings	Engagement with project results; sense of pride
Accelerator & wider scientific community	Main advancements in accelerator science; opportunities to collaborate	Scientific excellence; peer recognition; funding	Newsletter Accelerating News; beneficiaries' and projects' channels (e.g. ENLIGHT network); community events	Identifying common challenges, knowledge sharing, closer collaborations
Undergraduate students	Main advancements in accelerator science; career opportunities	Peer recognition; career development	Innovation programme	Attracting talent; supporting the next generation of researchers
European Industry	Academic publications, potential knowledge-transfer opportunities,	Innovation; job creation; collaboration	Academia Meets Industry events organised by IFAST; beneficiaries' channels	Knowledge and technology transfer, joint R&D
Funding agencies & decision-makers	Summary of results; project impact; policy recommendations	Scientific excellence; economic and societal impact	Website, newsletter Accelerating News, marketing material (e.g. brochure)	Support to project community; demonstration of return of investment in accelerator S&T
Public	Societal impact of accelerator tech	Curiosity, societal impact	Social media, including the beneficiaries' channels; public talks	Support for fundamental research

Logo and Branding



Design: Backyard Design Studio / Janis Zalitis

Audience	Drivers	Key messages
Project participants	Community spirit Career development	▪ **I.FAST will be instrumental in the developments of the next particle accelerators** ▪ I.FAST attracts the brightest minds and some of the most talented people in the world.
Scientific community	Scientific excellence Peer recognition Funding	▪ CERN, the organisation coordinating I.FAST, is at the forefront of particle physics and technology. ▪ Collaborations like I.FAST are models for large-scale approaches to big science.
Industry	Innovation Job creation Collaboration	▪ Contracts with academia and research institutions help industry to drive its innovation. ▪ **The unique know-how within the I.FAST is key to bridge the gap between fundamental research and its applications.** ▪ Co-operations between industry and science within the I.FAST network help to accelerate industrial innovation.
Decision-makers	Scientific excellence Economic/societal impact	▪ **Participants are some of the world's leading centres for physics, producing cutting-edge science and technology.**
Public	Curiosity Societal impact	▪ CERN is a unique place that contributes to answering humankind's fundamental questions about the Universe. ▪ CERN has built and runs some of the largest scientific instruments in the world. ▪ The work at CERN across all three pillars – physics, engineering and computing – has a meaningful impact on society.

DRAFT

External Channels

The communication and project teams will help give visibility to the project's milestones through the **channels** available to us.

Website **ifast-project.eu**

Mailing lists, including internal newsletter

Accelerating News **acceleratingnews.eu**

Project meetings

Events

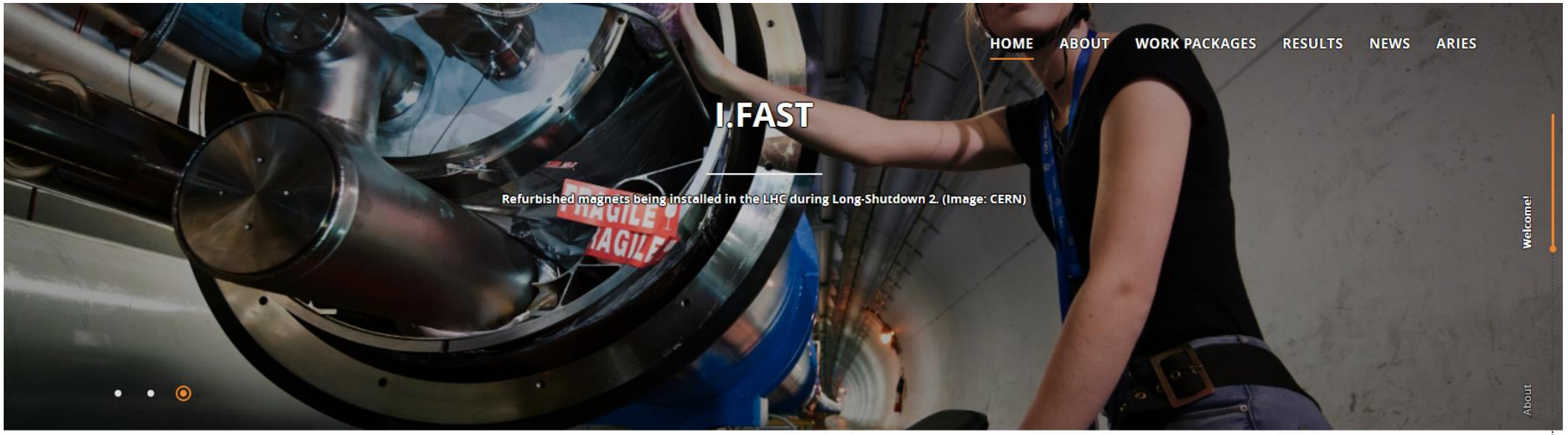
Participant channels, including social media

Internal Channels

A dedicated **web-based platform** will be created and updated during the whole project, as an interactive tool to easily access more deep-level project information.

Website

ifast-project.eu



Innovation Fostering in Accelerator Science and Technology (I.FAST)

Particle accelerators currently face critical challenges related to the size and performance of future facilities for fundamental research, to the increasing demands coming from accelerators for applied science, and to the growing applications in medicine and industry.

I.FAST aims to enhance innovation in the particle accelerator community, mapping out and facilitating the development of breakthrough technologies common to multiple accelerator platforms. The project involves 49 partners, including 17 companies as co-innovation partners, to explore new alternative accelerator concepts and advanced prototyping of key technologies. These include, among others, new accelerator designs and concepts, advanced superconducting technologies for magnets and cavities

The journey so far…

#IFASTEU
#IFASTProjectEU

Strategy and Planning

- ✓ Logo + brandbook/styleguide
- ✓ Calendar of major ‘milestones’
- ✓ Events communication plan
- ❑ Digital + Social Media strategy
- ❑ List of communication channels

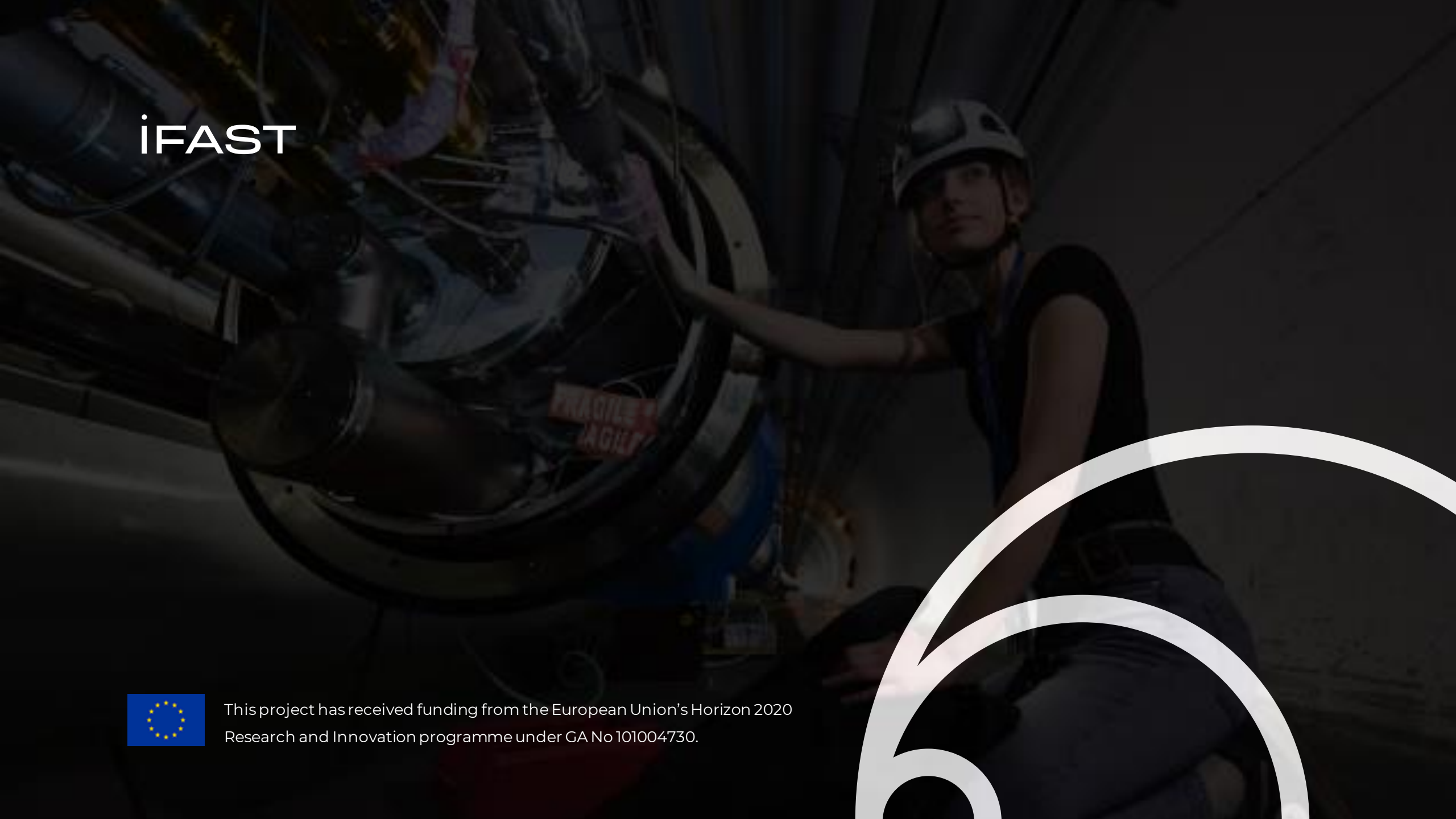
Communication Channels

- ✓ Design and develop website

  (Some graphic id updates still needed…)
- ✓ SharePoint, Zenodo, Indico
- ✓ Set up mailing lists
- ✓ Category in **Accelerating News**

What's next?

- Review the **goals for each task** in the website
- Help us complete a **communication calendar** with key points in each work package
- Help us review **key messages** and ensure they represent the entire group of partners
- Identify **communication channels** and contacts in your institutions for dissemination
- Contribute to the **image gallery** with images representing your institutions and WP
- Create an **introduction video** for each task (we will provide guidelines)



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Content creation

- Brochure/Factsheet
- Introduction video
- Yearly leaflet with main achievements
- **Image gallery (different institutions, webpage etc.)**
- **List of resources on particle accelerators**
- Document templates (presentation, reports)
- Communication kits (social media, events, outreach)

Events Communication Plan

- Announcement in Indico/website
- Dissemination via I.FAST bulletin/mailing list
- Dissemination via social media (if relevant)
- Short summary published in the website
- Report published in Accelerating News (if relevant)
- Dissemination via I.FAST bulletin/mailing list

Campaign 1: H2020 in 2020 (Y1)

- **Goal:** [not targeted – generate awareness]
- **Audience:** Industry, Decision-makers, Public
- **Channels:** Participants and H2020 social media
- **Content:** I.FAST/ARIES project success stories
- **Dates:** start September (under discussion)
- **Metrics:** engagement rate + audience reach
- **Outcomes:** Drive traffic to the websites + download brochure/factsheet

Campaign 2: CBI Programme (Y2-Y3)

- **Goals:** *"Engage the wider **scientific community** with the **project developments**";*

*"Engage the **public** with **accelerator science** and its applications"*

- **Audience:** Scientific community, students, industry, decision-makers, public
- **Channels:** website, Accelerating News, social media, partner channels
- **Content:** programme, challenges, participants, projects
- **Dates:** November 2022 – April 2023
- **Metrics:** engagement rate + audience reach + number of applications
- **Outcomes:** ## participants, [project outcomes?]

Campaign 3: Industry training (Y2-Y3)

- **Goals:** *"Facilitate the **knowledge transfer** between academia and **industry**"*
- **Audience:** Scientific community, industry, decision-makers
- **Channels:** website, Accelerating News, social media, partner channels
- **Content:** programme, participants, projects
- **Dates:** April 2023 – November 2023
- **Metrics:** engagement rate + audience reach + number of applications
- **Outcomes:** ## participants, [project outcomes?]

Campaign 4: Key Achievements (Y4)

- **Goal:** *"Demonstrate the **impact** of the project to the **public** and **policy makers**"*
- **Audience:** Scientific community, industry, decision-makers
- **Channels:** website, Accelerating News, partner channels
- **Content:** scientific achievements per WP
- **Dates:** April 2024 – April 2025
- **Metrics:** engagement rate + audience reach + web traffic
- **Outcomes:** [what would we like to see happen?]

Accelerating News (Y1-Y4)

- **Goal:** "*Engage the wider **scientific community** with the **project***"
- **Audience:** Scientific community, 1500+ members
- **Content:** Scientific updates (WP coord.)
- **Dates:** March, July, October, December/January
- **Metrics:** web traffic + social media engagement
- **Outcomes:** [what do we want to achieve?]